

STEPS

to better health

A Newsletter from the *Pick Your Path to Health* Campaign

SPRING 2003

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National Women's Check-Up Day

On May 12, 2003, the U.S. Department of Health and Human Services (DHHS) is planning the first-ever National Women's Check-Up Day. This day will complement DHHS' efforts to help underserved women gain access to important preventive health care services. It also will support the President's long-range initiative to expand health care services for people without health insurance. In years to come, this day will become a signature event for National Women's Health Week, a week that begins the day after Mother's Day each year.

Health care providers across the country are invited to participate in National Women's Check-Up Day

2003 by offering preventive health services to women. These services may be provided in a variety of formats, such as through a health-fair that offers basic preventive health screenings and health education and counseling sessions.

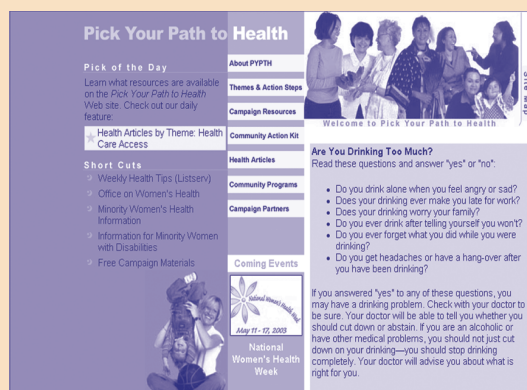
To help coordinate this event, DHHS will:

- Provide a list of participating centers and contact information to women by posting it on our Web site (www.4WOMAN.gov) and through our National Women's Health Information Center at 1-800-994-WOMAN.
- Provide a preventive health services information package to all women who call 1-800-994-WOMAN or visit our Web site.



- Offer all health care providers access to educational materials on more than 800 women's health issues.
- Provide a list of participating centers and contact information to organizations that have expressed an interest in making donations of services or supplies.
- Provide a list of participating centers and contact information to governors, mayors, and tribal leaders who request it and are interested in presenting an official proclamation to a local organization for National Women's Check-Up Day and/or National Women's Health Week.

New PYPATH Initiatives in 2003!



2003 has already been an exciting year for the *Pick Your Path to Health* (PYPATH) campaign. A number of new initiatives kicked off the year, including the redesigned PYPATH Web site and the 2003 Health Pocket Planners.

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Join our efforts to improve the health of women throughout the nation by participating in National Women's Check-Up Day 2003 on May 12. If you are interested in participating, register online at www.4woman.gov/whw, call (202) 690-7651, or e-mail sricks@osophs.dhhs.gov.

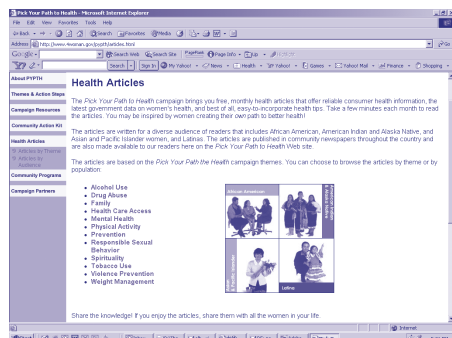
New PYPTH Initiatives in 2003!

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The New *Pick Your Path to Health* Web Site

The Office on Women's Health (OWH) is excited to announce the launch of its new *Pick Your Path to Health* (PYPTH) Web site at www.4woman.gov/pypth. Check out the site's attractive new look and the expanded number of resources available to you. Click on the "Community Action Kit" button to learn about ideas to support your PYPTH campaign efforts, or visit the "Health Articles" section to view a comprehensive list of articles written for a diverse audience. The site showcases all of the PYPTH campaign activities. Finding the path to better health is now only a click away!

To submit information for posting on the PYPTH Web site, please e-mail pickyourpath@matthewsgroup.com.



2003 Pocket Planners

The demand for the 2003 PYPTH pocket planners is overwhelming!

More than 180,000 planners have been distributed to women throughout the country. The pocket planners offer practical health messages called "action steps," for each week of the year, based on the *Healthy People 2010* leading health indicators for the Nation. This year, OWH was pleased to offer two new health planners: one for women with disabilities, and one for women who live in rural communities. Twelve-month pocket planners addressing the health needs and concerns of African American, Asian and Pacific Islander, American Indian and Alaska Native women, and Latinas were also developed.

The planners continue to emphasize the importance of making small changes to improve women's health and offer general health information and a comprehensive list of women's health resources. The planners also include a convenient and handy feature for women to keep track of their medical check-ups, including their health care provider contact information. A "Notes" section gives women a place to keep any other pertinent health information.



Pocket planners are still available for Asian and Pacific Islander women, American Indian and Alaska Native women, women with disabilities, and women who live in rural areas. To place your order, visit www.4woman.gov/pypth/materials_order_form.doc. All campaign materials are offered free of charge (including shipping and handling). By giving these pocket planners to women in your community, you'll provide them with a tool for better health that will last them all year long.

Write to us at pickyourpath@matthewsgroup.com and share your 2003 pocket planner distribution story.

2003 Campaign Partners

The Office on Women's Health is pleased to have the support of more than 50 groups and organizations that are committed to improving the health of all women. For a complete listing of *Pick Your Path to Health* partners and to learn more about partnership opportunities, please visit www.4woman.gov/pypth/n_partners.html.

Pick Your Path to Health is Launched in Communities Across the Nation

In January 2003, the Office on Women's Health (OWH) launched pilot *Pick Your Path to Health* (PYPTH) community-based programs across the United States. The goal of this initiative is to use the PYPTH campaign model at the local level to motivate, empower, and educate women to choose simple and practical action steps to improve the quality of their lives.

Thirteen programs were chosen from 21 applicants based on the applicant's awareness of the complex women's issues related to disease prevention and health promotion and of existing cultural, economic, and other obstacles that prevent women from achieving health goals. Also considered was the organization's understanding of critical issues related to planning, developing, implementing, and evaluating women's health programs; familiarity with *Healthy People 2010* and the 10 leading health indicators; understanding of the philosophy and goals behind the PYPTH campaign; the staff's capability and experience; and access to or appropriate facilities and equipment for accomplishing their proposed programs.

Each of the 13 funded programs will select themes from the PYPTH campaign to deliver key health messages to women in their community, and will utilize

campaign resources such as pocket planners, a community action kit, postcards, etc., to support their efforts to help women get on a path to better health. Each program will be tailored to the local needs of the community and will implement its activities through a coaching program. Each participant will be paired with a coach for the duration of the program, in an effort to offer a personalized approach and create a truly interactive experience that takes into account each participant's health profile.

Each community program was invited by OWH to use a customized, Internet-based application to assist them in mapping the journey of women who participate in their programs. The tool is Web-based and password protected and allows coaches and women at each site to log in and document their unique experiences. Additionally, the application offers instant reporting capabilities. This will allow program directors to track progress in near real-time, glean best practice examples, and quickly share findings across all sites.

List of New Community-Based Programs

- **AIDS Ministry Ecumenical Network** is a volunteer, faith-based AIDS service organization that provides spiritual and

emotional support to the African American community in central Seattle.

- **Black Women for Wellness** is a grassroots organization located in Los Angeles, California, whose mission is to connect women with each other and enhance the health and well being of black women.
- **Boston Black Woman's Health Initiative** is a grassroots self-help and advocacy organization run by and for black women in the greater Boston area.
- **Delaware Valley Community Health** provides health services to the African American and Latino communities in the Delaware Valley.
- **The Empowerment Program** of Denver, Colorado is a licensed non-residential drug treatment program serving women who are homeless, living with AIDS, or at high risk for HIV infection.
- **Iris House** is a community-based organization serving HIV-infected and affected women and their families in the New York City area.
- **Nebraska Department of Health and Human Services** works with community-based programs, such as Sisters

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Together, to improve the overall health of women in the community, with particular emphasis on physical activity, nutrition, social support, and holistic health.

- **North Carolina Primary Health Care Association** partners with community health centers to introduce programs that aim to decrease health disparities and increase health access.
- **Northeast Missouri Health Council** coordinates a

comprehensive referral and provider system for women in the community to receive primary health care services, as well as dental and mental health care, and other health-related services.

- **Ohio Reformatory for Women** is the largest women's prison in Ohio and intake facility for all incarcerated women statewide. A health educator is on staff to design and implement wellness programs for female offenders.
- **Santa Fe Women's Health Community Center** provides health care services and outreach

in the community and clinic setting.

- **Southeast Mississippi Rural Health Initiative** provides primary health care services to underserved people and cultural sensitivity training to all staff members.
- **Swope Park Community Health Center**, strategically situated in Kansas City, Missouri, the agency conducts bi-state health educational campaigns on women's health issues and works with high-risk populations.



Office on Women's Health